

ANNUAL REPORT TO STOCKHOLDERS

for the year 1925

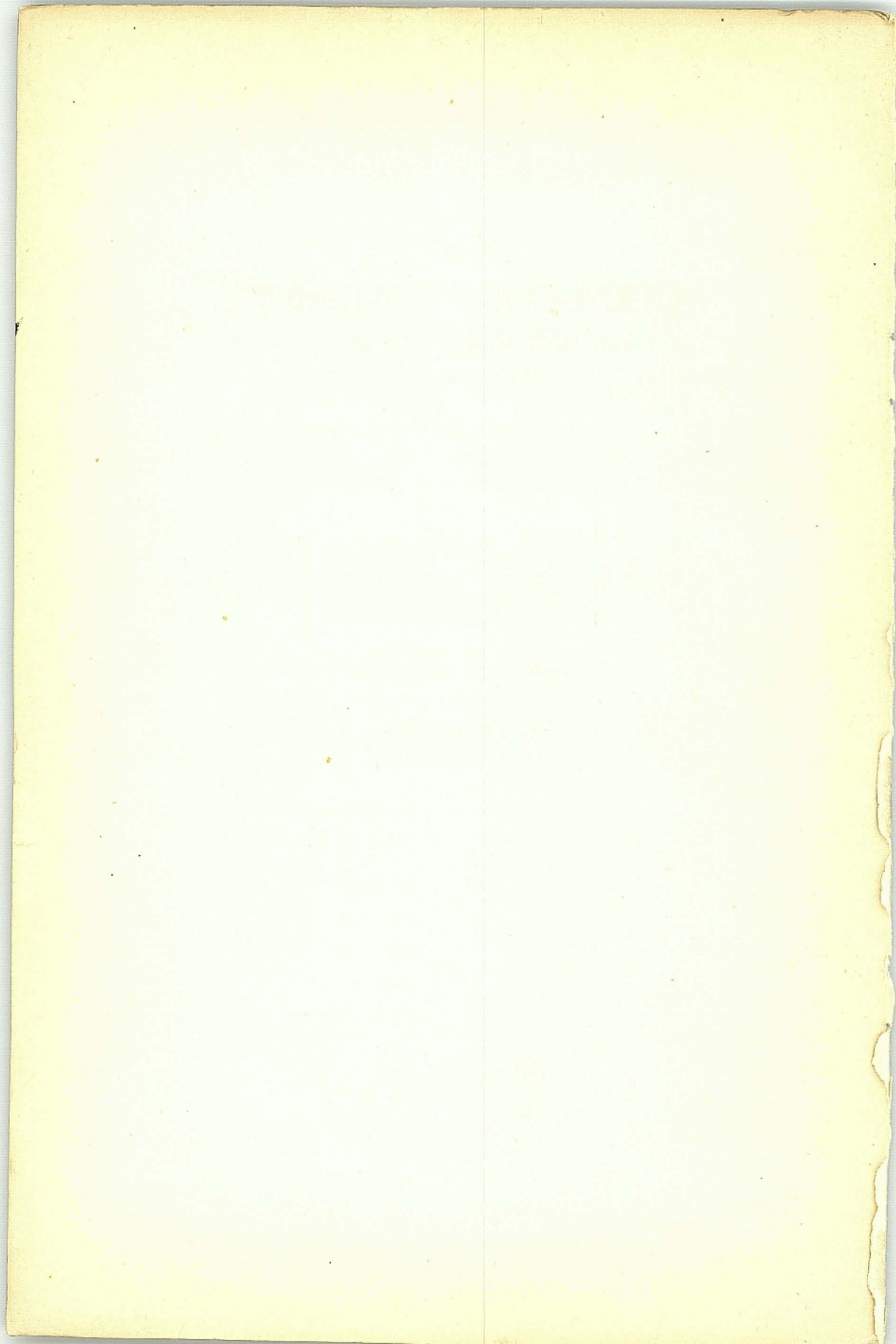


BOARDS

224.18

6421

THE COCA-COLA COMPANY
ATLANTA, GA.



The
COCA-COLA COMPANY
AND SUBSIDIARIES
ATLANTA, GA.

ANNUAL REPORT
TO THE
STOCKHOLDERS
FOR THE YEAR 1925

February 1st, 1926

PRINTED IN U. S. A.

THE COCA-COLA COMPANY

ATLANTA, GA.

To the Stockholders of The Coca-Cola Company:

Appended to this annual report is a consolidated balance sheet showing the financial condition of The Coca-Cola Company and subsidiaries for the year ending December 31, 1925.

In the last Annual Report the management stated: "The volume of business done, rather than any other unit of measurement, is the best indication of the development and stability of this company under ordinary circumstances," and it is in the light of this very significant and fundamental principle that your attention is called to the fact that under the favorable conditions of 1925, sales were the largest in the history of the company, and this was accomplished with a decrease in overhead expense.

In accordance with the policy established by your Board of Directors, the company has retired and purchased, out of current earnings, 53,303 shares of the original 100,000 shares of preferred stock, which

MAY 31-32 OTIS MG

reduces the preferred stock in the hands of the public to 46,697 shares. The ratio of current assets to current liabilities is 12 to 1.

The development of both foreign and domestic subsidiaries has been satisfactory. Especially is this true of The Coca-Cola Company of Canada, Ltd. Through the Foreign Department a conservative policy of expansion is being continued in other foreign fields.

The strength of the company's position today warrants the belief that it is ready to take full advantage of any favorable conditions offered during 1926 and at the same time should justify confidence in meeting any contingencies which might arise.

Respectfully submitted,

R. W. WOODRUFF,
President.

CONSOLIDATED CONDENSED BALANCE SHEET

The Coca-Cola Company, Atlanta, Georgia,
and its Subsidiaries

December 31, 1925

ASSETS

CURRENT:

*Cash	\$ 2,504,077.68	
Government Securities	3,413.75	
Notes Receivable	307,248.46	
Accounts Receivable	1,356,896.66	
Inventory—Merchandise on Hand, Priced at Lower of Cost or Market.....	1,494,529.01	\$ 5,666,165.56

OTHER ASSETS:

Sundry Notes and Accounts Receivable.....	309,869.94
---	------------

PERMANENT:

Land	1,267,080.99	
Buildings	3,746,964.12	
Machinery and Equipment.....	2,573,865.25	
Bottles and Cases.....	657,872.21	
	\$ 8,245,782.57	
Less: Allowance for Depreciation.....	1,860,345.74	6,385,436.83

FORMULAE, TRADE-MARK AND GOODWILL.....	20,740,676.91
--	---------------

DEFERRED CHARGES:

Unexpired Insurance and Prepaid Expenses.....	30,346.36
	<u>\$33,132,495.60</u>

LIABILITIES

CURRENT:

Notes Payable—For Real Estate, Due 1926..\$	1,000.00	
Accounts Payable	468,066.76	
Accrued Accounts	416.35	\$ 469,483.11

DEFERRED:

Real Estate Notes—Due 1927.....	10,000.00
---------------------------------	-----------

RESERVE:

Federal Income Taxes, Contingent, and Miscellaneous Operating Reserves.....	2,056,451.64
---	--------------

NOMINAL

CAPITAL STOCK:

Preferred	\$6,000,000.00	
Less: In Treasury.....	1,330,300.00	\$ 4,669,700.00
Common	15,010,000.00	

	<u>\$19,679,700.00</u>	
PROFIT AND LOSS—SURPLUS.....	10,916,860.85	30,596,560.85
		<u>\$33,132,495.60</u>

*Footnote by company: During the year 1925, 40,000 shares, or \$4,000,000.00, of the preferred stock was retired and 13,303 shares, or \$1,330,300.00, of the preferred stock was purchased.

CONSOLIDATED STATEMENT OF OPERATIONS

The Coca-Cola Company, Atlanta, Georgia,
and its Subsidiaries

Year Ended December 31, 1925

SALES\$28,553,425.48

Less: Cost of goods sold, including freight on sales, dis-
counts and allowances..... 13,056,622.67

GROSS OPERATING PROFIT.....\$15,496,802.81
Expenses—Selling, Branch, Administrative and General... 5,576,637.12

NET OPERATING PROFIT.....\$ 9,920,165.69
Other Deductions—Net..... 660,585.16

NET PROFIT BEFORE FEDERAL TAXES.....\$ 9,259,580.53
Reserve for Federal Income Tax..... 1,360,000.00

NET PROFIT\$ 7,899,580.53

PROFIT AND LOSS—SURPLUS ACCOUNT

BALANCE—December 31, 1924.....\$ 7,174,843.85
Net Profits from Operations for year ended
December 31, 1925.....\$ 7,899,580.53
Discount on Preferred Stock Purchased... 5,397.50 7,904,978.03
\$15,079,821.88

Deduction for Dividends:

Preferred:

July 1, 1925.....\$350,000.00
December 31, 1925..... 312,961.03 \$ 662,961.03

Common:

April 1, 1925.....\$875,000.00
July 1, 1925..... 875,000.00
October 1, 1925..... 875,000.00
December 31, 1925..... 875,000.00 3,500,000.00 4,162,961.03

BALANCE—DECEMBER 31, 1925.....\$10,916,860.85

**ERNST & ERNST
AUDITS AND SYSTEMS
TAX SERVICE**

Atlanta, January 25, 1926.

We Hereby Certify,

That we have audited the books of account and record of THE COCA-COLA COMPANY, Atlanta, Georgia, and its subsidiaries, as at December 31, 1925, and that, based upon our examination and information obtained, it is our opinion that the annexed Consolidated Condensed Balance Sheet is drawn so as to correctly reflect the financial position of the Companies at the date named, and that the relative Consolidated Statement of Operations, and Profit and Loss-Surplus Statement are correct.

(Signed) **ERNST & ERNST,**
Public Accountants
and Auditors.

A Tale of Two Cities

In Canada

Montreal, 12 million

In Florida

Miami, 9 million

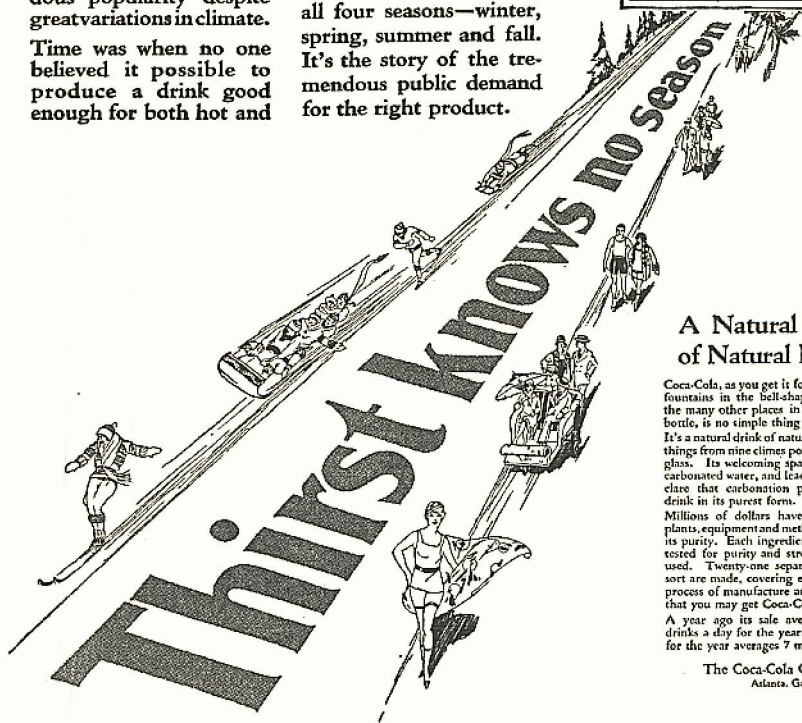
The above figures represent the approximate number of bottles of Coca-Cola, sold in each of these cities during 1925, in addition to the large sales at soda fountains.

Jack Frost likes Coca-Cola like everybody else.

From these two cities of such wide extremes—Montreal, brisk metropolis of the great Dominion of the North, and Miami, wonder city of sunny Florida—you get the whole story, the big story of Coca-Cola's tremendous popularity despite great variations in climate.

Time was when no one believed it possible to produce a drink good enough for both hot and

cold weather. But today this story of Montreal and Miami is the story of a continent. It can be told of New York and Los Angeles, of Chicago and New Orleans, of Winnipeg and Havana. It can be told of the hundreds of cities in between where the popularity of Coca-Cola continues through all four seasons—winter, spring, summer and fall. It's the story of the tremendous public demand for the right product.



A Natural Drink of Natural Flavors

Coca-Cola, as you get it for a nickel at soda fountains in the bell-shaped glass and at the many other places in the hobble-skirt bottle, is no simple thing to produce.

It's a natural drink of natural flavors—good things from nine climes poured into a single glass. Its welcoming sparkle comes from carbonated water, and leading scientists declare that carbonation purifies, giving a drink in its purest form.

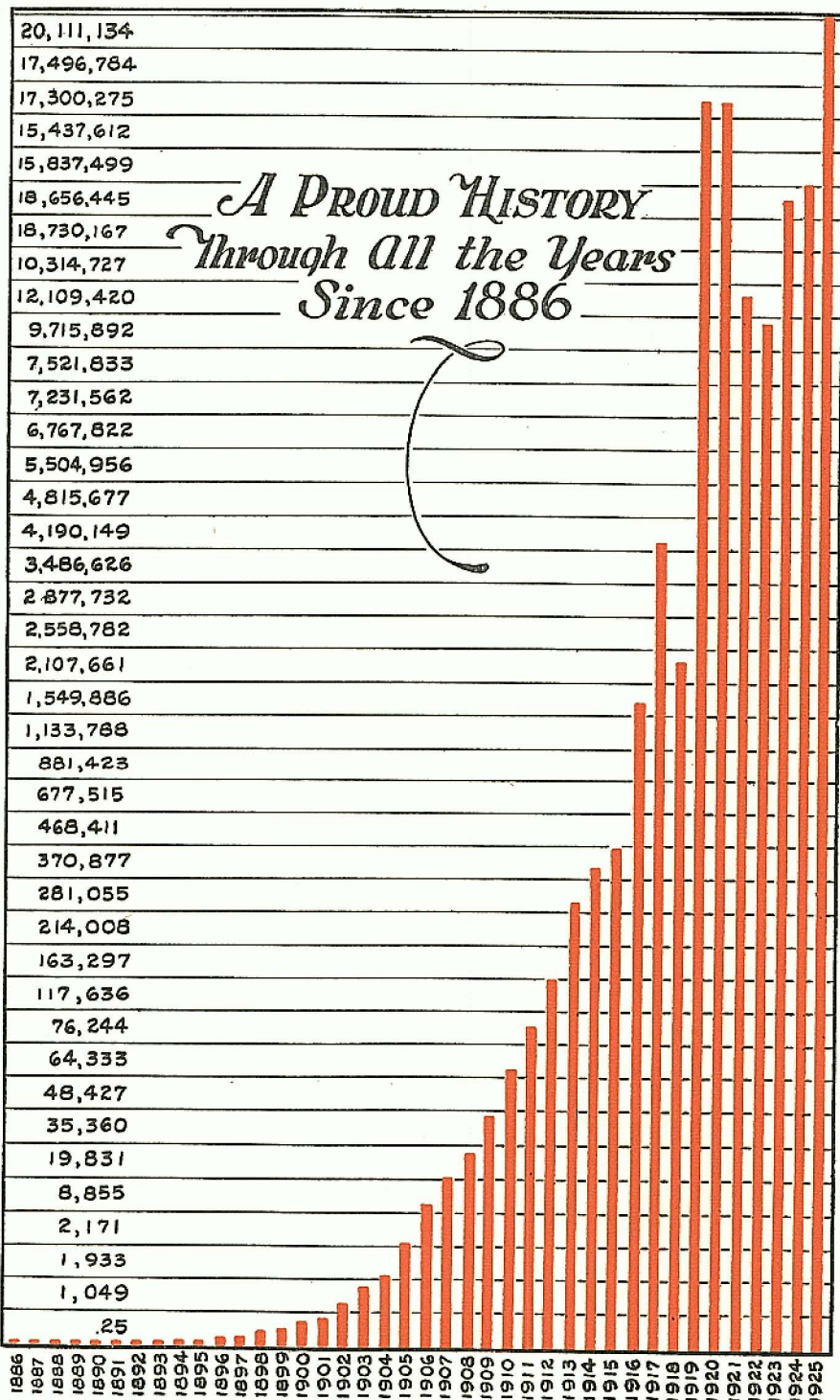
Millions of dollars have been spent on plants, equipment and methods to safeguard its purity. Each ingredient is scientifically tested for purity and strength before it is used. Twenty-one separate tests of this sort are made, covering every step in the process of manufacture and distribution—that you may get Coca-Cola at its best.

A year ago its sale averaged 6 million drinks a day for the year. Today its sale for the year averages 7 million a day.

The Coca-Cola Company
Atlanta, Ga.

7 million a day

IT HAD TO BE GOOD TO GET WHERE IT IS



EXECUTIVE OFFICERS AND DIRECTORS

of

THE COCA-COLA COMPANY

W. C. BRADLEY.....*Chairman of Board of Directors*
 R. W. WOODRUFF.....*President*
 HARRISON JONES.....*Executive Vice-President*
 B. N. HARRIS.....*Vice-President*
 W. P. HEATH.....*Vice-President*
 HAROLD HIRSCH.....*Vice-President*
 S. F. BOYKIN.....*Secretary and Treasurer*
 W. G. LAMB.....*Assistant Secretary and Assistant Treasurer*

DIRECTORS

W. C. Bradley.....Columbus, Ga.	J. H. Nunnally.....Atlanta, Ga.
J. B. Campbell.....Atlanta, Ga.	E. W. Stetson...New York, N. Y.
Chas. H. Candler....Atlanta, Ga.	C. A. Wickersham....Atlanta, Ga.
W. C. D'Arcy.....St. Louis, Mo.	D. A. Turner.....Columbus, Ga.
Samuel C. Dobbs.....Atlanta, Ga.	Walter C. White....Cleveland, O.
T. K. Glenn.....Atlanta, Ga.	A. H. Wiggin....New York, N. Y.
Charles Hayden...New York, N. Y.	Ernest Woodruff..Asheville, N. C.
Harold Hirsch.....Atlanta, Ga.	R. W. Woodruff.....Atlanta, Ga.

EXECUTIVE COMMITTEE

W. C. Bradley	J. H. Nunnally
Chas. H. Candler	E. W. Stetson
W. C. D'Arcy	Ernest Woodruff
T. K. Glenn	R. W. Woodruff

GENERAL COUNSEL

Candler, Thomson & Hirsch
 Atlanta, Ga.

TRANSFER AGENTS

GUARANTY TRUST COMPANY
 New York, N. Y.

TRUST COMPANY OF GEORGIA
 Atlanta, Ga.

REGISTRARS

CHASE NATIONAL BANK
 New York, N. Y.

THE ATLANTA AND LOWRY NATIONAL BANK
 Atlanta, Ga.

THE COCA-COLA COMPANY

GENERAL OFFICES
ATLANTA, GEORGIA

BRANCH OFFICES AND MANUFACTURING PLANTS

	Atlanta	Chicago	New Orleans
Baltimore	Dallas	Los Angeles	New York

SALES OFFICES

Boston	Charlotte	Denver	Kansas City
New York	Atlanta	Los Angeles	Chicago
Philadelphia	New Orleans	Seattle	Louisville
Baltimore	Dallas	Milwaukee	Cleveland

WAREHOUSES

Savannah	Kansas City	Pittsburgh	Washington
Roanoke	Portland	Memphis	Minneapolis
Norfolk	Shreveport	Little Rock	Houston
Richmond	Salt Lake City	Beaumont	Oklahoma City
Lynchburg	Denver	San Antonio	Miami
Philadelphia	Nashville	El Paso	Jacksonville
Tampa	Boston	Tulsa	

COCA-COLA COMPANY OF CANADA, Ltd.

Head Offices—Toronto

BRANCH OFFICES AND MANUFACTURING PLANTS

Montreal	Toronto	Vancouver	Winnipeg
----------	---------	-----------	----------

BOTTLING PLANTS

Belleville	Kingston	Peterboro	Windsor
Brandon	Lethbridge	Winnipeg	Vancouver
Calgary	London	Montreal	Port Arthur
Edmonton	Ottawa	Toronto	Quebec
Regina		Saskatoon	

CUBA

Head Offices—Havana

BRANCH OFFICES AND MANUFACTURING PLANTS

Havana	Santiago
--------	----------

